1   ABSTRACT

2   A method of facilitating delivery of advertising to users of mobile computing

3 platforms is disclosed. A geographic database contains data entities that represent

4 geographic features, such as roads, located in a geographic region. Advertising zones are

5 defined within the geographic region. Associated with at least some of the data entities

6 that represent geographic features are data that indicate in which of the advertising zones

7 the represented geographic feature is located. Advertisers are allowed to associate

8 advertising messages with the advertising zones. Users of mobile computing platforms

9 are provided with geographically-related services that use the geographic database. As a

10 user of a mobile computing platform travels in the geographic region, the location of the

11 mobile computing platform is determined. The user of the mobile computing platform is

12 provided with the advertising message associated with the advertising zone in which the

13 mobile computing platform is determined to be located.

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